

CVMA Colorado Veterinary
Medical Association

Advertising Opportunities

2025 Calendar Year

To reserve any placement, email saramork@colovma.org

Website Advertising

CVMA Homepage Tile (colovma.org)

\$995/month

Avg. 2,331 views/month (*our most visited page!*)

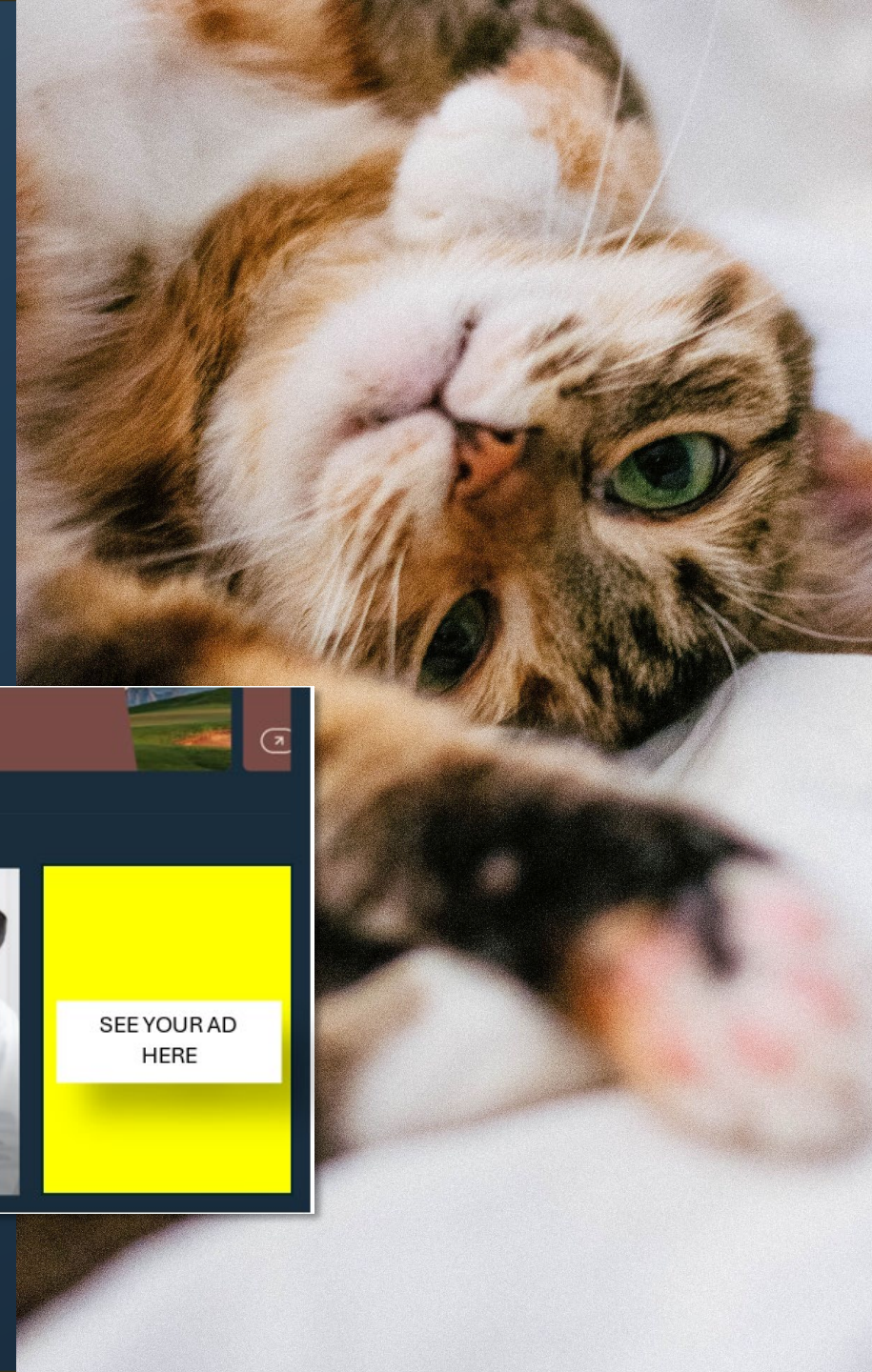
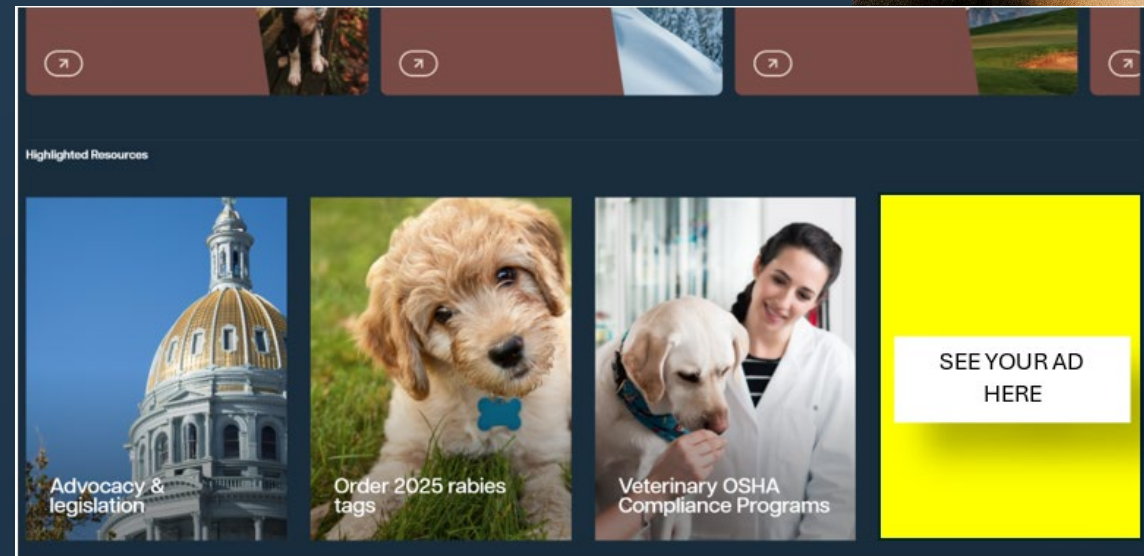
Premium space in a CVMA homepage tile

SPECS

400x625px (JPG or PNG)

Include URL

Limit one advertiser per month.



Website Advertising

CVMA News Side Rail (colovma.org/latest-news)

\$735/month

Avg. 80 views per article/month

Image will only be displayed on article page

SPECS

250x715 px, (JPG or PNG)

Include URL

Limit two advertisers per month.

SkiCE 2025: Where Epic Learning Meets Mountain Adventure

November 15, 2024 | Continuing Education



Imagine this: You're cozied up in Vail, Colorado, sipping hot cocoa by the fireplace after a morning of high-powered CE and ready to hit the slopes. Welcome to SkiCE 2025—where we combine learning with adventure in the heart of the Rockies!

What's in Store at SkiCE?

This isn't just any continuing education; it's the **Multispecies Diagnostic Imaging Boot Camp** with Dr. Erin Epperly, DACVR. You'll dive into the world of imaging across species, from figuring out the right modality for every case to honing your interpretation skills with interactive, case-based learning.

Get ready for:

- **Practical Techniques:** Master the art of selecting and interpreting diagnostic images with real-life scenarios.
- **Avoiding Pitfalls:** Tackle common errors and breed quirks that can throw off a diagnosis.
- **Advanced Follow-Up Skills:** Learn follow-up imaging methods to confirm (or revise!) your initial assessments and improve patient care.

Oh, and did we mention the "zebra" cases? These rare and tricky scenarios will keep you

Search...

Categories

News
Legislative
CVMA news
Industry news
Sponsored
Disease updates
The watering bowl
Continuing Education

Recent Posts

Get Ready for CVMA's Exciting CE Lineup in 2025!

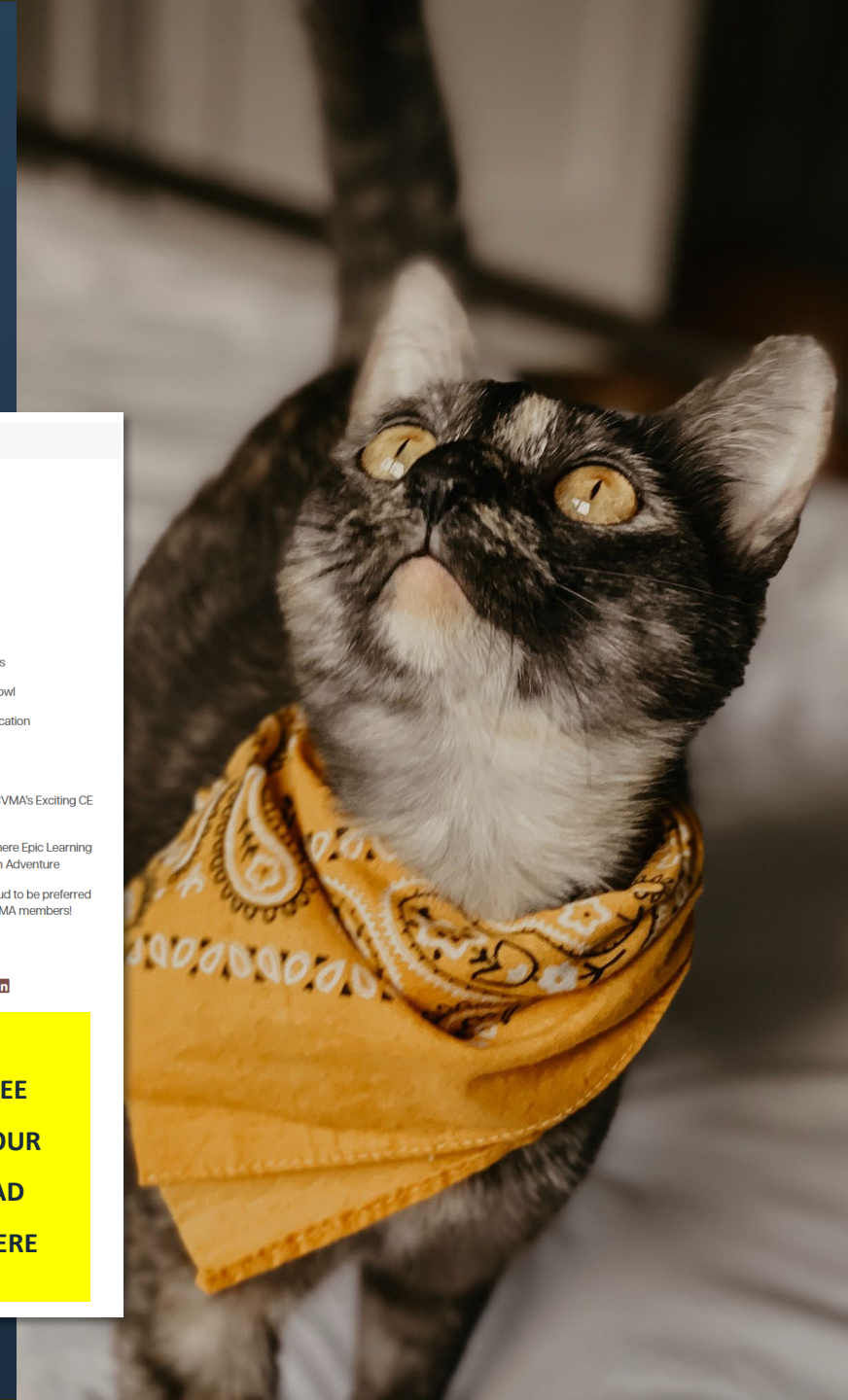
SkiCE 2025: Where Epic Learning Meets Mountain Adventure

TMGvets is proud to be preferred provider for CVMA members!

Share



SEE
YOUR
AD
HERE



Email Advertising

eVOICE, weekly newsletter static banner ad

Varied pricing listed below

Avg. reach: 1,940

Avg. open rate: 61.2% (12% increase from 2023!)

Avg. click rate: 9.94% (3% increase from 2023!)

Distributed biweekly to members, every other Friday

*Most popular
option!*

3 placement locations

Premium: \$487/month

Standard Plus: \$473/month

Standard: \$450/month

****Add'l \$200 if reserved for August***

[For placement locations, check out a sample eVOICE here!](#)

SPECS

1920 x 680px (JPG, PNG or GIF), include URL

Limit 1 Premium, 1 Standard Plus, and 1 Standard placement per month.





Email Advertising

Company featured email

\$2,375

Email sent on behalf of your company to CVMA membership. Content subject to approval by CVMA.

- 300-word limit
- May include a special promotion to encourage clicks from readers
- Content that is educational in nature and includes useful, actionable information for the reader is more likely to get clicks from readers
- CVMA will do a light edit on the content and will send to the advertiser for review prior to send

SPECS

Check out this sample email for specs.

Include 1 image (JPG or PNG), written content, company bio, and company logo in your submission.

Limit one advertiser per quarter.

*Space sells
quickly!*



Email Advertising

Chapter 6 or 7 Emails

Free to chapter members only*

**Chapter 6 and 7 members receive free static banner or job advertising posts in any Chapter emails. Limited space available on a first-come first-serve basis.*

**CVMA members not located in chapter may purchase space for \$75. Non-CVMA members may purchase space for \$200.*

Chapter 6

Avg. reach: 645/month

Avg. open rate: 59%

Avg. click rate: 5.6%

Chapter 7

Avg. reach: 249/month

Avg. open rate: 64.6%

Avg. click rate 8.6%

SPECS

1920 x 680px (JPG or PNG), include URL

Content Advertising

Sponsored news article on colovma.org

\$475+

Company-provided article featured on blog, and one-time feature in eVOICE Top Headlines section. Company provides article up to 500 words and image (sample article and placement linked above).

Member-only benefit: as a CVMA member, your company can feature up to two (2) sponsored content articles in a calendar year. Based on space availability.

All content is subject to CVMA approval.

SPECS

1920 x 1080px (JPG or PNG)

500 words of written content

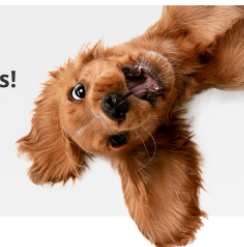


TMGvets is proud to be preferred provider for CVMA members!

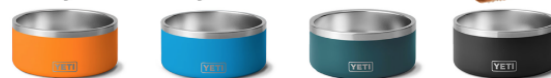
November 11, 2024 | Sponsored

The #1 Preferred Payment Processor for Colorado Vets!

TMGvets
PAYMENT PROCESSING
CVMA Affinity Partner



Did you choose your YETI?



CVMA carefully 'vets' their partners to ensure members receive the best services at the best prices. TMGvets specializes in payment processing for veterinary practices with special considerations unique to the veterinary industry:

- Mobile payment processing for farm calls, house calls, and exam-room checkout
- Recurring billing capabilities for wellness plans
- Multiple ways to accept payments: in-practice or via text or email with click-to-pay links
- Software integration to save staff time and errors by eliminating data entry
- Optional surcharge program to help practices protect their profits by offsetting payment processing fees
- FREE equipment
- No contract

Search...

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CVMA news

Industry news

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Disease updates

The watering bowl

Continuing Education

Recent Posts

TMGvets is proud to be preferred provider for CVMA members!

✦ SkICE 2025: A wintry mix of species diagnostics CE and skiing!

Lead the Way with CVMA: Unlock the Full Spectrum of Member Benefits Before Year-End

Share





Print Advertising

CVMA Convention 2025 program ad
\$600

Reach up to 650 veterinary professionals at our largest in-person gathering – CVMA Convention! CVMA Convention takes place September 11-14, 2025 at the Omni Interlocken in Broomfield, CO.

Feature your ad space in our printed onsite program. Deadline for inclusion is June 1, 2025. Four half page placements available.

SPECS

Half Page Ad (\$600)

7" x 5" ½ page horizontal placement

Job Listings & Classifieds

Hosted on colovma.org

Prices as listed

Job Posting

\$100

Purchase an add-on in your CVMA Career Center job posting with a one-time feature in eVOICE!
(Purchase through the [CVMA Career Center](#)).

Relief Veterinarian Ad

Free for members; \$150 non-member

Looking to hire relief support? Looking to offer your services as a relief veterinarian? Post your ad on our website!

Classified Ad

Free for members; \$100 non-member

Looking to sell a practice or equipment? Post your ad on our website (one month listing) or in eVOICE (one time feature)!





Thank you for reviewing our 2025 opportunities.

To reserve any placement, email saramork@colovma.org

All 2025 CVMA members receive an additional 20% discount on prices listed. Non-members can bundle 3 or more ads for a 10% discount (must be purchased together).

CVMA Colorado Veterinary
Medical Association

colovma.org | info@colovma.org | 303-318-1447

Terms, conditions, & general policies for the Colorado Veterinary Medical Association advertising

- 1. Agreement.** These Terms and Conditions together with the signed Commitment Form constitutes a binding agreement between the advertiser identified on the Commitment Form ("Advertiser") and the Colorado Veterinary Medical Association ("CVMA"). The Agreement may not be assigned or transferred by the Advertiser.
- 2. Advertising.** The Advertiser shall purchase the online advertising package at the rate listed, and for the duration specified, in the Commitment Form ("CF").
- 3. Positioning.** Except as otherwise expressly provided in the CF, positioning of advertisements is at the sole discretion of the CVMA. The CVMA cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. Advertiser acknowledges that CVMA has not made any guarantees with respect to usage, statistics, or levels of impressions for any advertising except where expressly stated in the CF. To the extent CVMA provides Advertiser with estimated usage it does so only as a courtesy to Advertiser and shall not be held liable for any claims related to usage.
- 4. Payment.** Advertiser shall make payment within 30 days of the billing date indicated on the CVMA invoice. CVMA reserves the right to request full or partial payment before publishing any advertisement and to cease publishing any advertisement when payment for previous advertising is more than 60 days overdue. In the event any account becomes past due, in addition to such other remedies as it may have, the full amount of the account shall immediately become due and payable by Advertiser. Advertiser is responsible for all expenses incurred in connection with the collection of past due amounts payable, including attorneys fees and costs.
- 5. Publishing Dates and Deadlines.** Advertisements and any associated URLs are due to CVMA 10 days prior to the publishing date. Acceptable formats include JPEG and/or PNG – **PDF IS NOT ACCEPTABLE**. Website advertisements will publish on the first of each month and will run for the entirety of the month. It is the sole responsibility of the Advertiser to proof their ad for correctness. CVMA reserves all rights to review and approve or reject advertisements prior to publishing.
- 6. Cancellation.** Advertisements scheduled for insertion may be cancelled by the Advertiser if the CVMA is notified in writing no less than ten (10) days of the deadline date of scheduled publication. When an Advertiser cancels all or part of a multiple CF, the Advertiser is responsible for payment of the rate differential resulting from such cancellation.
- 7. Rejection of Advertisements.** Notwithstanding anything in this Agreement to the contrary, the CVMA reserves the right to reject or cancel any advertisement at any time, for any reason (including but not limited to the CVMA's belief that the advertisement conflicts with CVMA policy or association objectives, competes with CVMA products or services, is false or misleading, may degrade the graphic quality of the CVMA website, or may subject the CVMA to criminal or civil liability).
- 8. Indemnification.** Advertiser assumes all liability for content of advertising and agrees to defend, hold harmless, and indemnify CVMA from all claims, losses, judgments, damages, costs and expenses of any nature whatsoever, including but not limited to reasonable attorney fees, for which the CVMA may become liable by reason of its publication of the Advertiser's advertisements.
- 9. Liability Limitation.** Liability for typographical errors, wrong insertions, late publications, and/or nonpublication, or other Association nonperformance is limited to the amount charged to the Advertiser by the CVMA. In no event shall CVMA be liable to Advertiser or to any third party for any indirect, special, or consequential damages, including but not limited to lost profits or unrealized business opportunity arising out of this agreement or the publication of or failure to publish any advertisement.
- 10. Force Majeure.** Neither party shall be held responsible for delay or failure in performance under this Agreement caused by acts of God, fires, floods, strikes, terrorism, work stoppages, breakdown of equipment, government action, internet or website downtime, or other causes beyond the affected parties' reasonable control.
- 11. Governing Law.** This Agreement is governed by the laws of the State of Colorado without regard to its conflict of laws rules or principles.
- 12. Termination.** CVMA shall be entitled to terminate this Agreement with or without cause upon 30 days written notice to Advertiser. In the event of termination under this paragraph, CVMA shall refund or credit Advertiser for the unused pro-rata portion of the price of the advertising purchased.
- 13. Agreement.** By executing this Agreement, the Advertiser admits having read all of the foregoing and neither CVMA nor the Advertiser shall be bound by any agreement or understanding not herein, and that the Advertiser understands and agrees to all of the Terms and Conditions contained in this Agreement.